

MANHATTAN BAGEL “STARS” IN JUNE MAKE-A-WISH FOUNDATION FUNDRAISER

*Joins Einstein Noah Restaurant Group’s Einstein Bros.® Bagels and Noah’s Bagels®
to raise goal of \$500,000 for granting kids wishes*

LAKESWOOD, Colo. (June 2008) – Manhattan Bagel® has joined with the Make-A-Wish Foundation® to raise money during the *Destination Joy*® campaign, an annual fundraising effort to increase awareness and resources so the organization can grant more wishes. All participating Manhattan Bagel Restaurant franchises will be selling \$2 magnetic Wish Stars beginning June 6.

“We are very excited about being able to support these courageous children and believe that our guests will also feel great about donating to the Make-A-Wish Foundation,” said John Gerber, a representative of the Manhattan Bagel Franchise Advisory Council. “This is the first fundraising initiative through our partnership with the Foundation, and we are urging our guests to join us in this very important effort. We believe this partnership is a great fit for our brand and customers because the donations will help carry on wish-granting efforts in our communities ”

All proceeds made during the fundraising drive will go directly to the Foundation. The Foundation grants the heartfelt wishes of more than 13,000 kids a year – one every 40 minutes. But that’s only half of the 27,000 children it estimates are diagnosed with a life-threatening medical condition in the United States annually.

“We believe in the Make-A-Wish Foundation and its mission,” said Paul Murphy, CEO of Einstein Noah Restaurant Group. “Manhattan Bagel has a wonderful base of guests along the Eastern Seaboard who care as much as we do about the local community. We look forward to the amount they are going to generate for the children.”

“We truly appreciate Manhattan Bagel for its enthusiastic support and that its guests have the chance to become involved as well. It really illustrates the company’s commitment to our wish-granting mission,” said David Williams, Make-A-Wish Foundation of America president and chief executive officer. “This will help us toward our goal to make every wish happen for children with life-threatening medical conditions nationwide.”

Each restaurant will have limited quantities of the Wish Stars, so hurry in to get your Wish Star.

About Einstein Noah Restaurant Group

Einstein Noah Restaurant Group, Inc. is a leading company in the quick casual restaurant industry that operates locations primarily under the Einstein Bros.® Bagels and Noah's New York Bagels® brands and primarily franchises locations under the Manhattan Bagel® brand. The company's retail system consists of more than 600 restaurants, including more than 100 license locations, in 35 states plus the District of Columbia. It also operates a dough production facility. The company's stock is traded under the symbol BAGL. Visit www.einsteinnoah.com for additional information.

About the Make-A-Wish Foundation®

The Make-A-Wish Foundation grants the [wishes](#) of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Born in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 67 [chapters](#) in the United States and its territories. With the help of

generous donors and nearly 25,000 [volunteers](#), the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 164,000 wishes in the U.S. since inception. For more information about the Make-A-Wish Foundation, visit www.wish.org and discover how you can *share the power of a wish*[®].

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